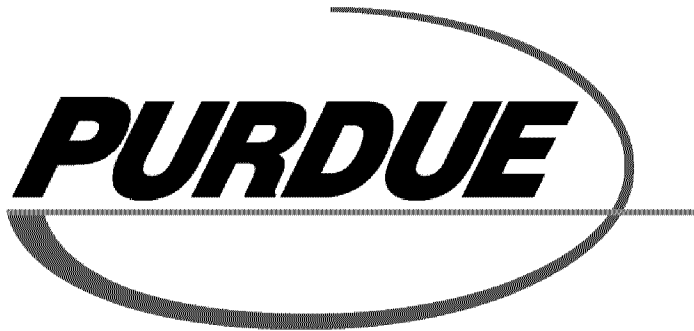


Year in Review – 2011

Objectives & Budget Overview 2012

October 31 - November 2, 2011



Contents



- Clinical Development
 - Regulatory landscape and strategy
 - Epidemiology data review
 - Measures to ensure success



In support of the public health, our near term goal is to provide data that will drive FDA to conclude that the original formulation was removed for safety considerations.



Epidemiologic studies – Post-Marketing Requirement

Studies	Routes	Usage/ demand	Addiction	Overdose	Death
NAVIPPRO - Substance Abuse Treatment Centers	✓	✓			
Kaiser Permanente – Overdoses among insured members				✓	✓
RADARS–Poison Centers	✓			✓	✓
National Surveys – RADARS College Survey, NSDUH	✓	✓	✓		
RADARS– Drug Diversion Program		✓			
Prescription Monitoring Programs - Doctor-shopping patients		✓			

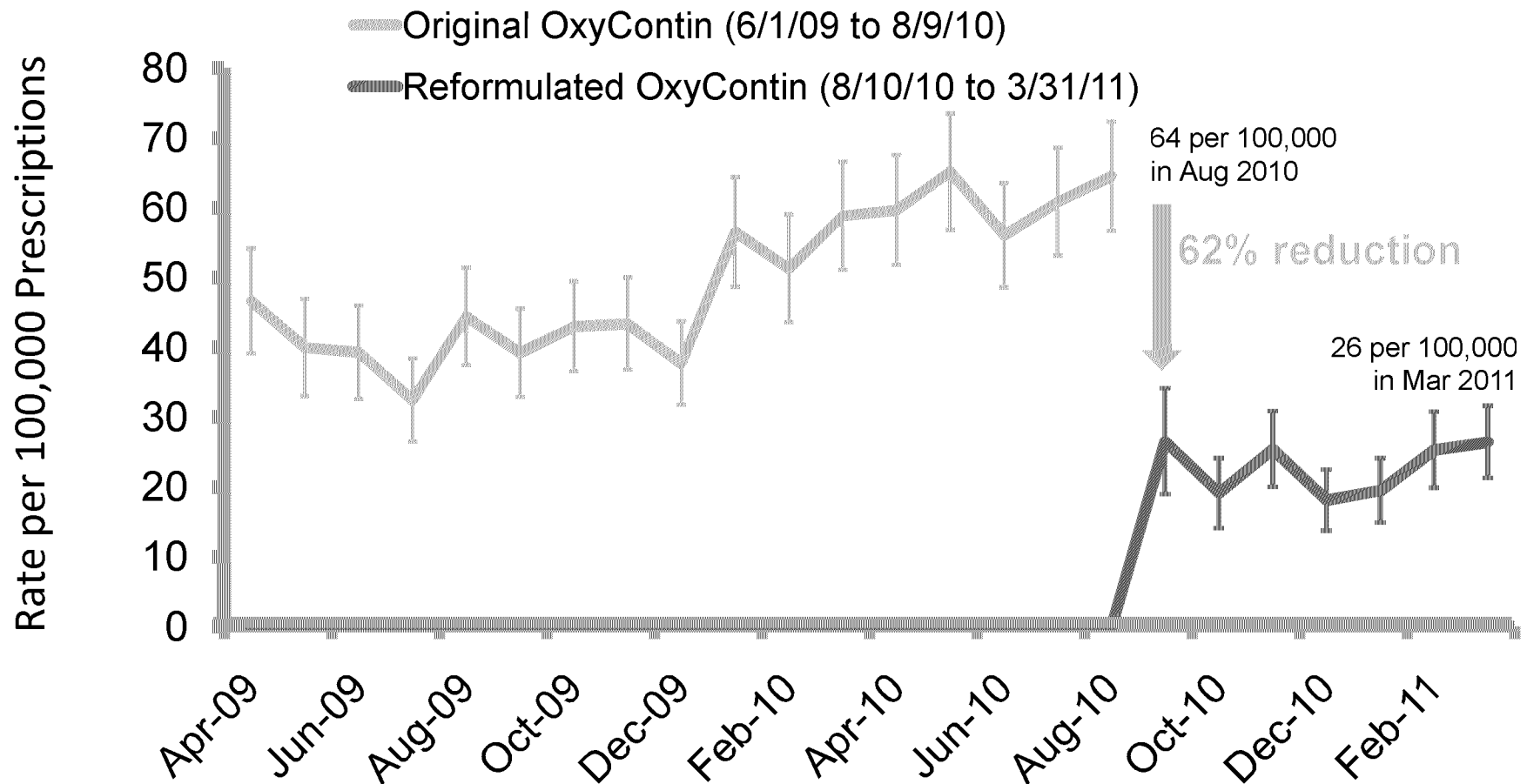


Epidemiologic studies - Supplemental

Studies	Routes	Usage/ demand	Addiction	Overdose	Death
Internet monitoring for tamper recipes and abuse	✓	✓			
Abuser cohort in Kentucky	✓	✓	✓		
IMS prescription data – national and “region” 0 TRx		✓			
National poison data system – Poison Centers	✓			✓	✓
Purdue Adverse Event data base				✓	✓
State Medical Examiners Database					✓



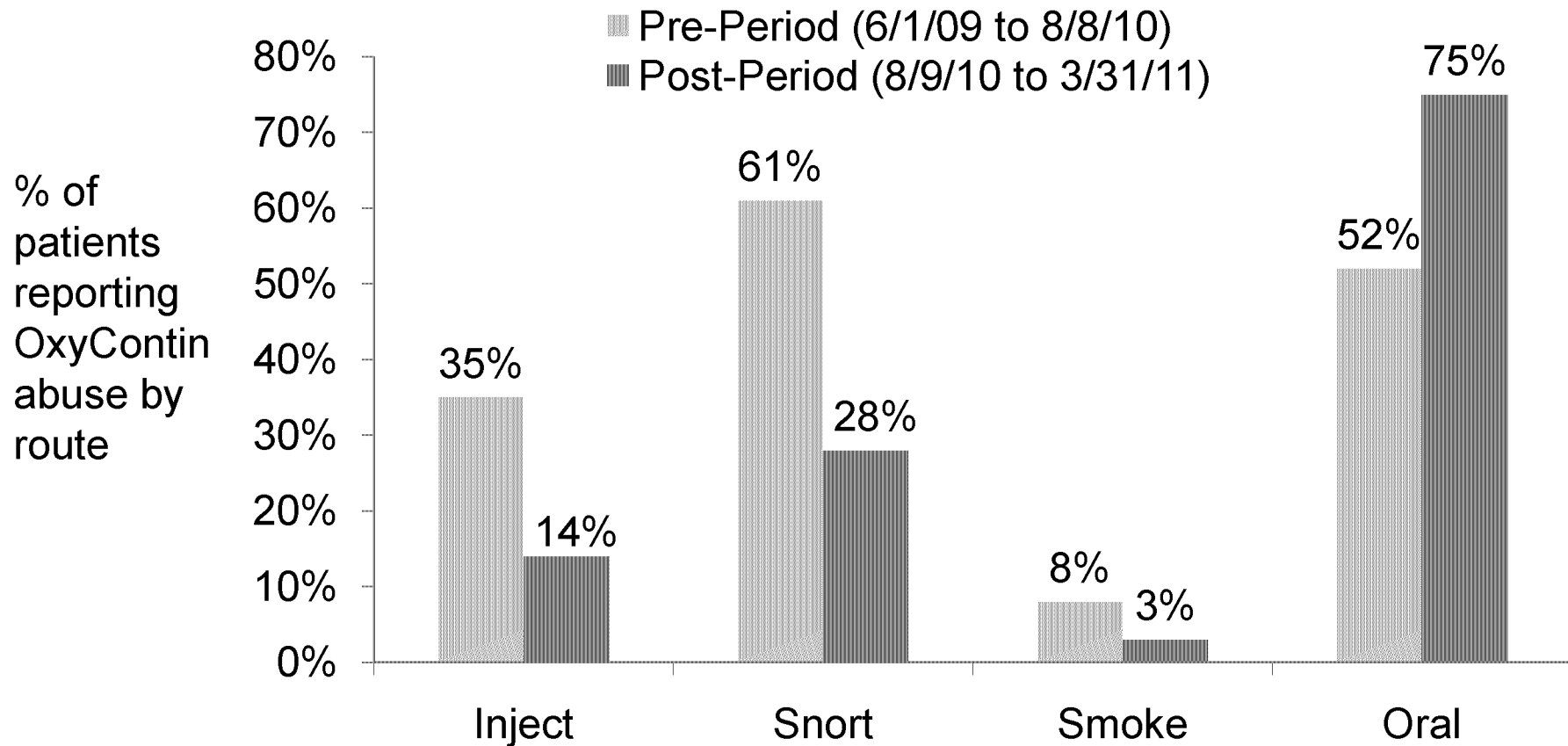
The rate of OxyContin abuse in patients admitted to participating substance abuse treatment centers has declined by 62%



Source: NAVIPRRO substance abuse treatment center surveillance

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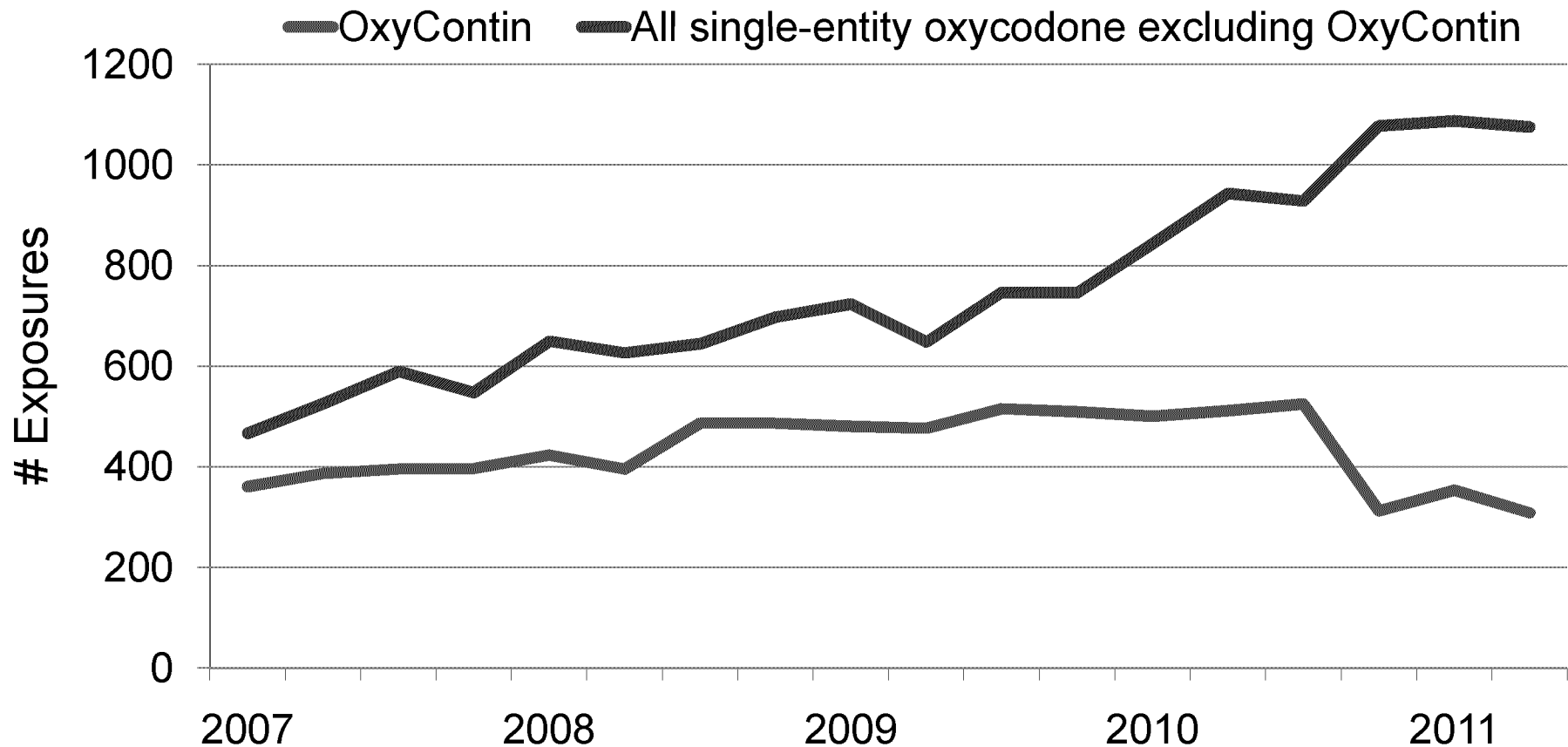
Among those who reported OxyContin abuse, injecting, snorting and smoking have declined substantially



Source: NAVIPRRO substance abuse treatment center surveillance

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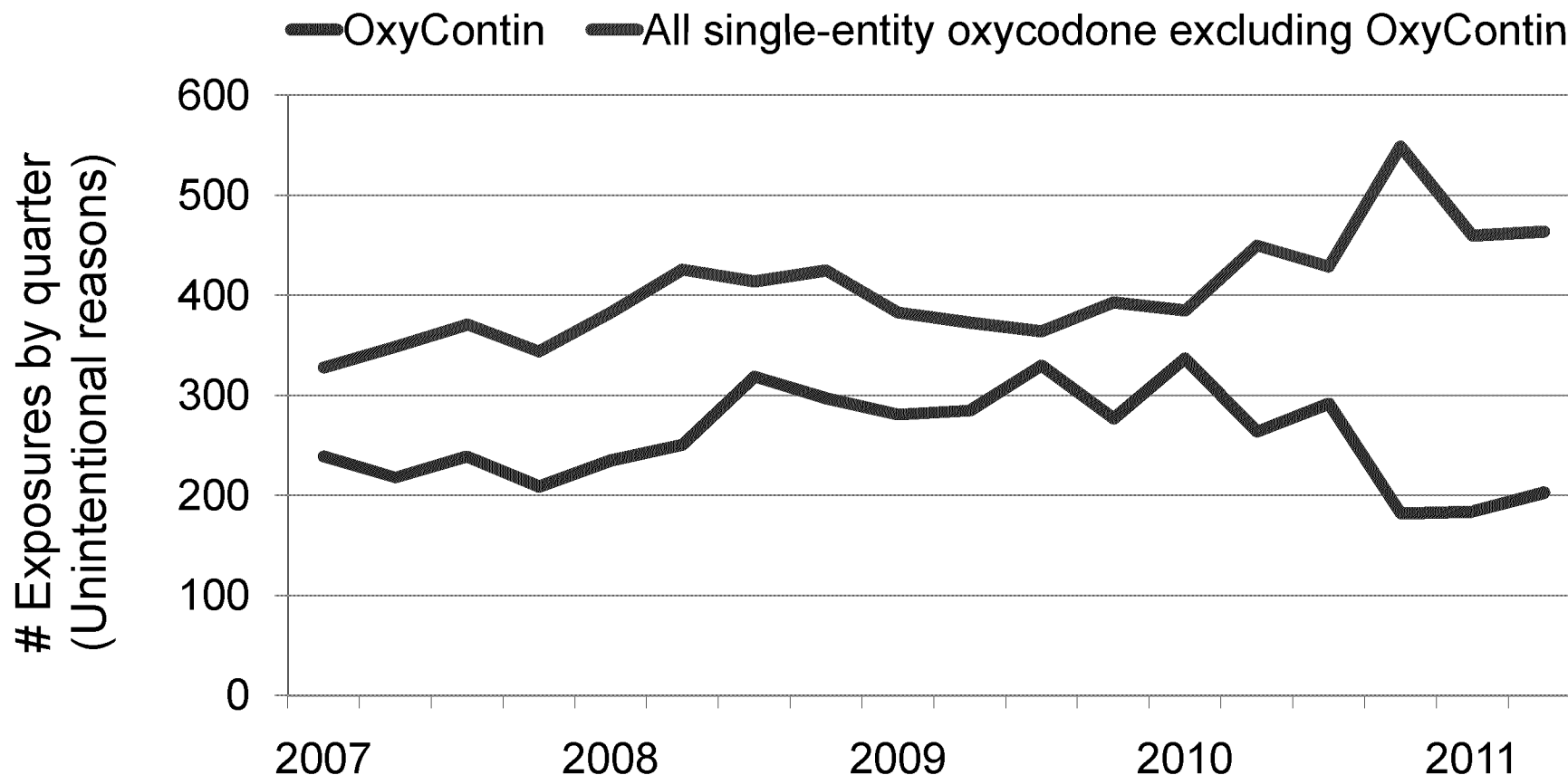
Intentional exposures reported through Poison Control Centers have declined for OxyContin and risen for single-entity oxycodone products (excluding OxyContin)



Source: US Poison Control Center Data

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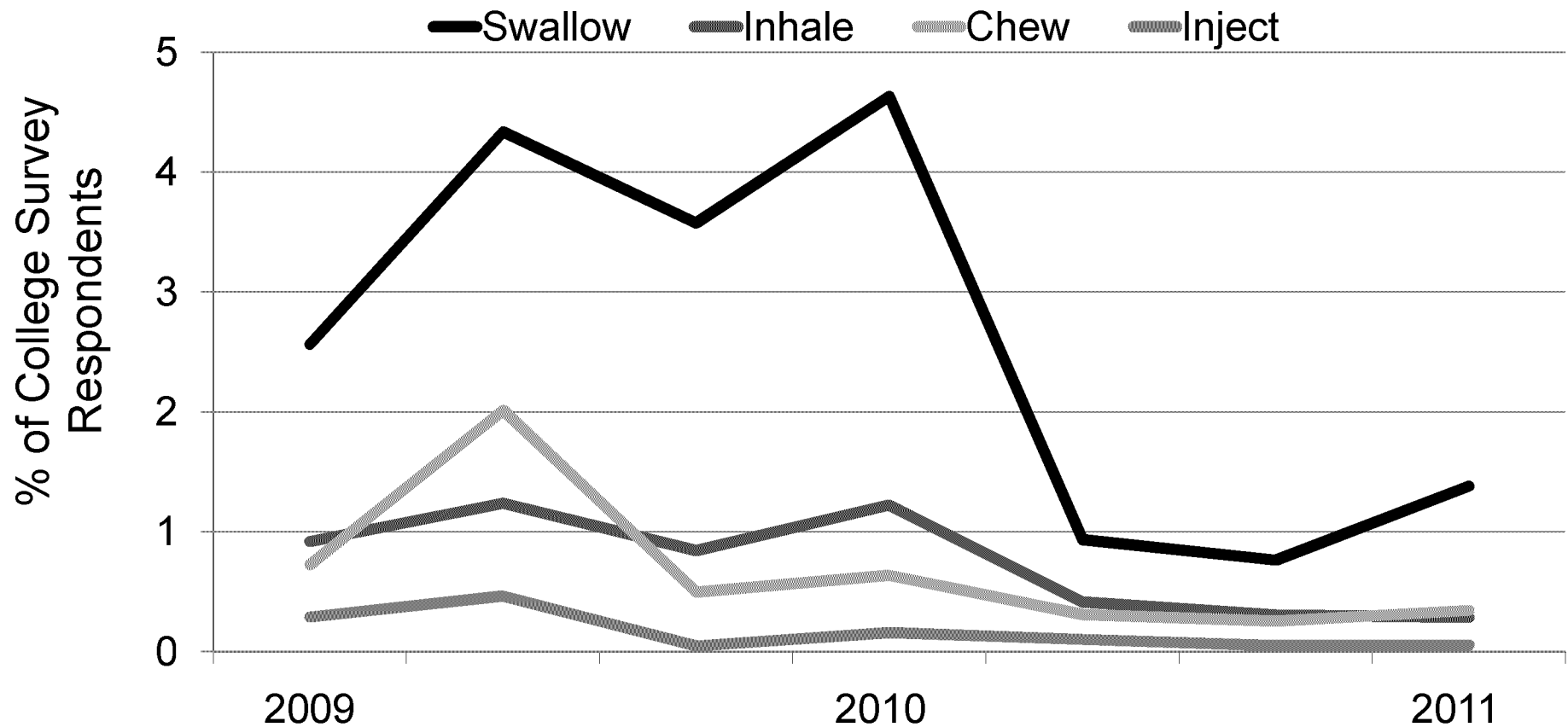
Unintentional exposures reported through Poison Control Centers have declined for OxyContin and risen for single-entity oxycodone products (excluding OxyContin)



Source: US Poison Control Center Data

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Among college students the prevalence of OxyContin abuse has declined



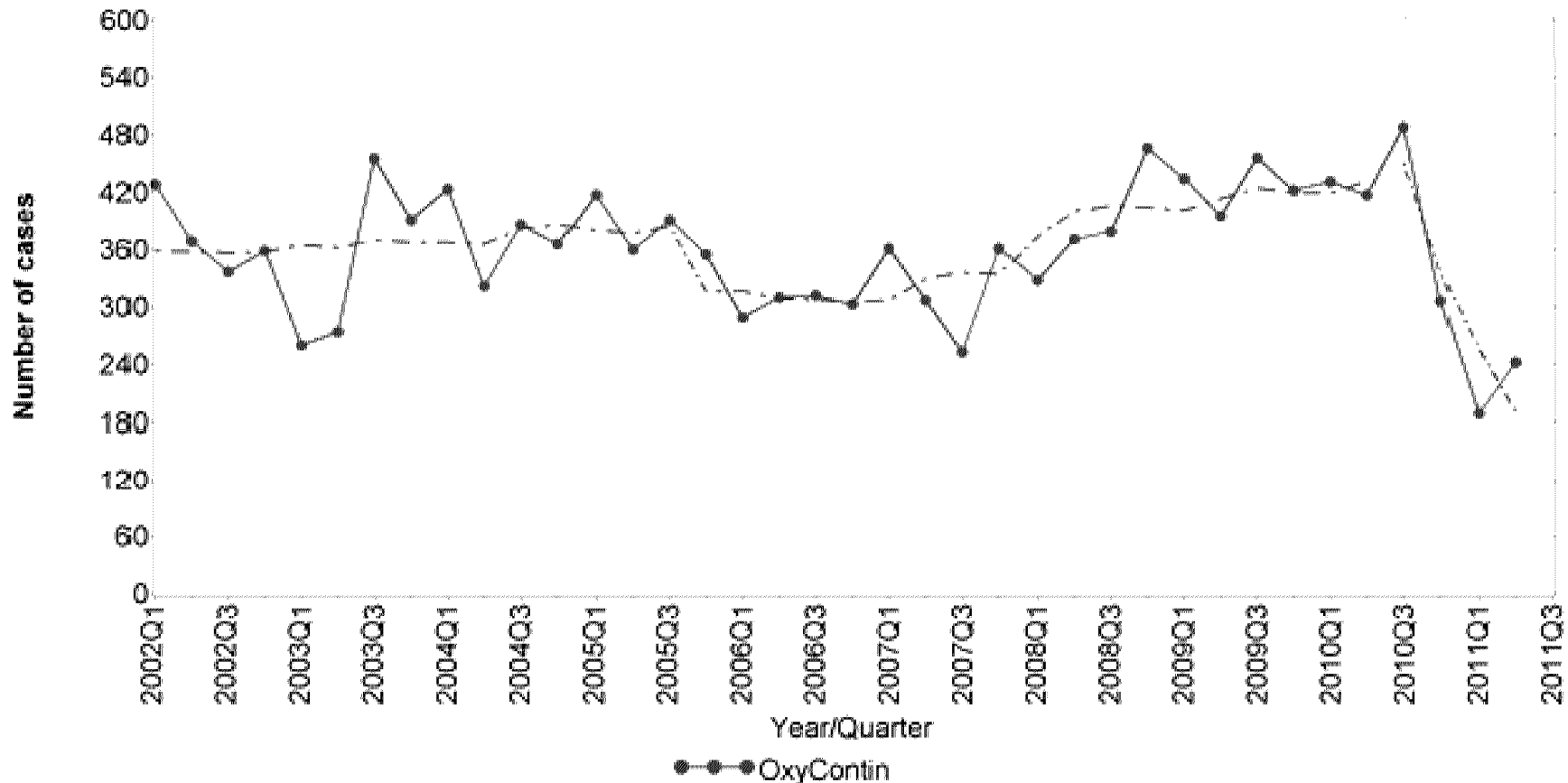
N ranges between 1737 and 2066 respondents per survey round

Source: RADARS College Survey

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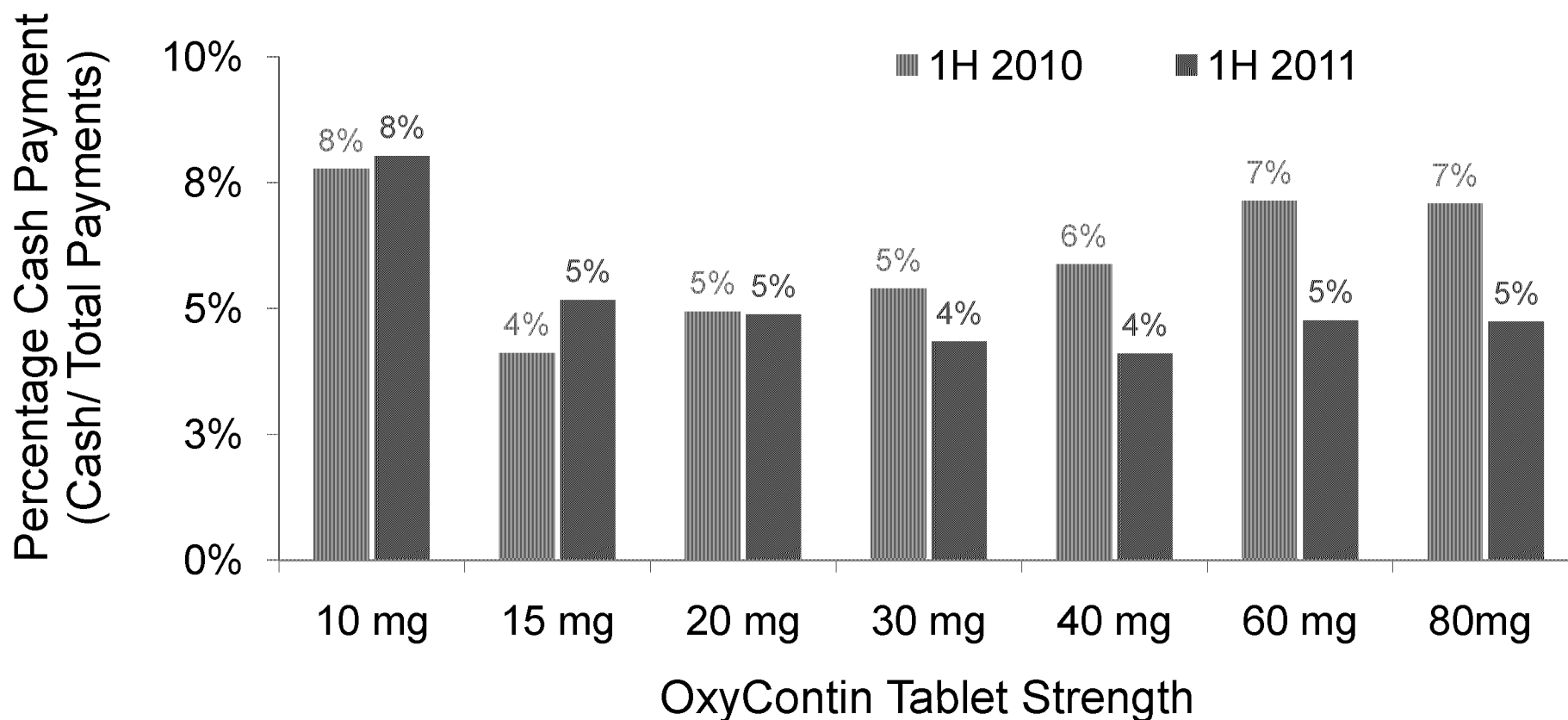


Drug diversion cases have declined by nearly 50%



Source: The RADARS System Drug Diversion Program

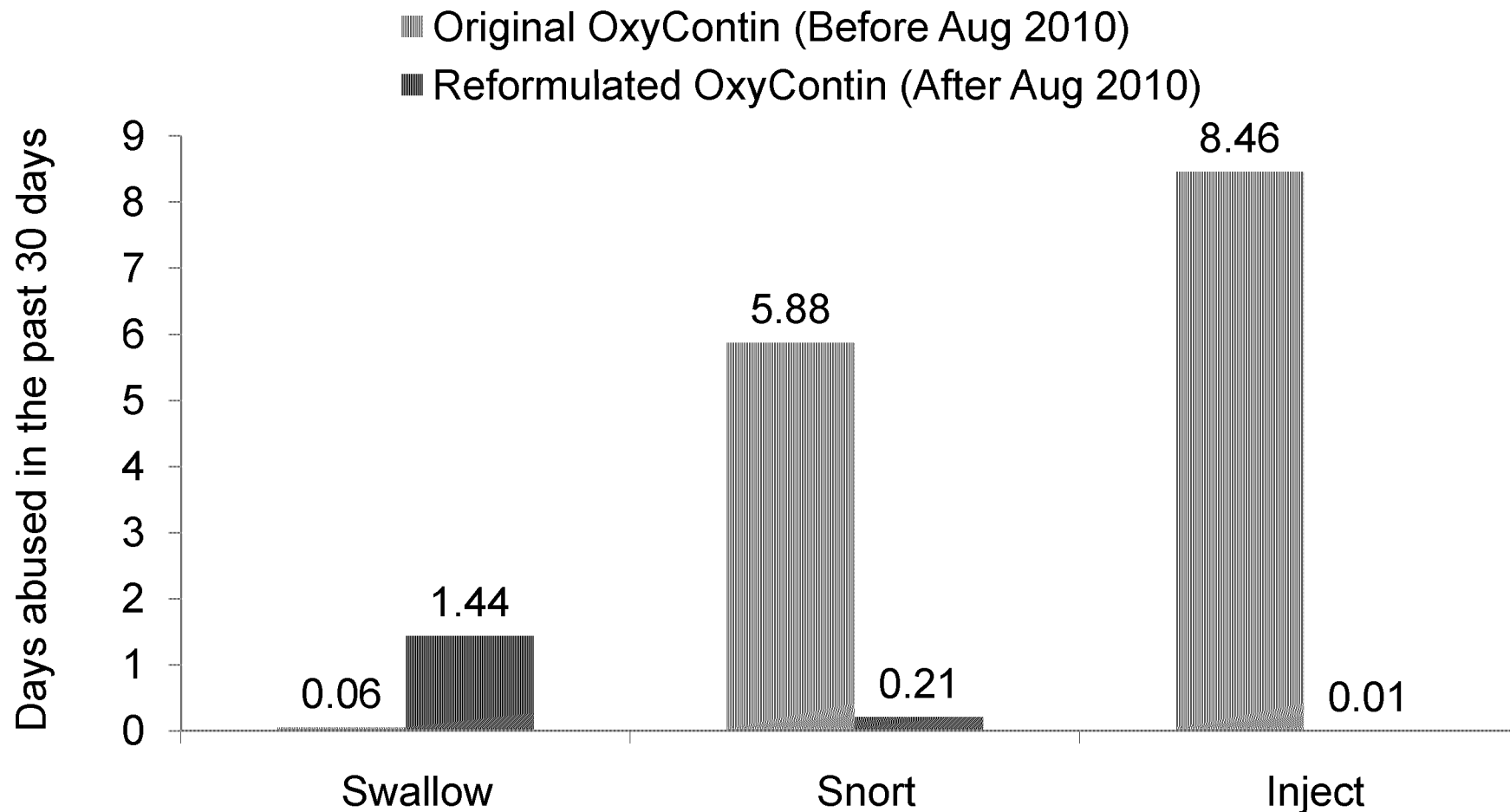
The percent of OxyContin Rxs paid for with cash has declined disproportionately for the higher strengths



Source: Ohio Prescription Monitoring Program

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Snorting and injection of reformulated OxyContin is substantially lower in opioid abusers (n=192)



Source: University of Kentucky Study

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Drug-abuse related adverse events have declined by more than 50%

Original "OC"
Jan 1 – Aug 1 2010

Reformulated "OP"
Jan 1 – Aug 1 2011

Preferred Term (MedDRA SMQ for Drug Abuse)	No. of OC cases	No. of OC cases / 100,000 Rx*	No. of ORF cases	No. of ORF cases / 100,000 Rx*
Accidental overdose	21	0.53	10	0.27
Dependence	4	0.10	0	0.00
Disturbance in social behaviour	1	0.03	1	0.03
Drug abuse	429	10.89	147	3.99
Drug abuser	13	0.33	3	0.08
Drug dependence	387	9.82	133	3.61
Drug dependence, antepartum	0	0.00	2	0.05
Drug detoxification	6	0.15	2	0.05
Drug level increased	10	0.25	1	0.03
Drug screen positive	1	0.03	2	0.05
Drug tolerance	17	0.43	6	0.16
Drug tolerance decreased	3	0.08	1	0.03
Intentional overdose	7	0.18	8	0.22
Multiple drug overdose	44	1.12	14	0.38
Multiple drug overdose accidental	25	0.63	12	0.33
Multiple drug overdose intentional	5	0.13	3	0.08
Overdose	94	2.39	33	0.90
Polysubstance dependence	5	0.13	5	0.14
Substance abuse	149	3.78	69	1.87
Total	1,221	30.98	452	12.27



Rate per 100,000 prescriptions during corresponding reporting interval

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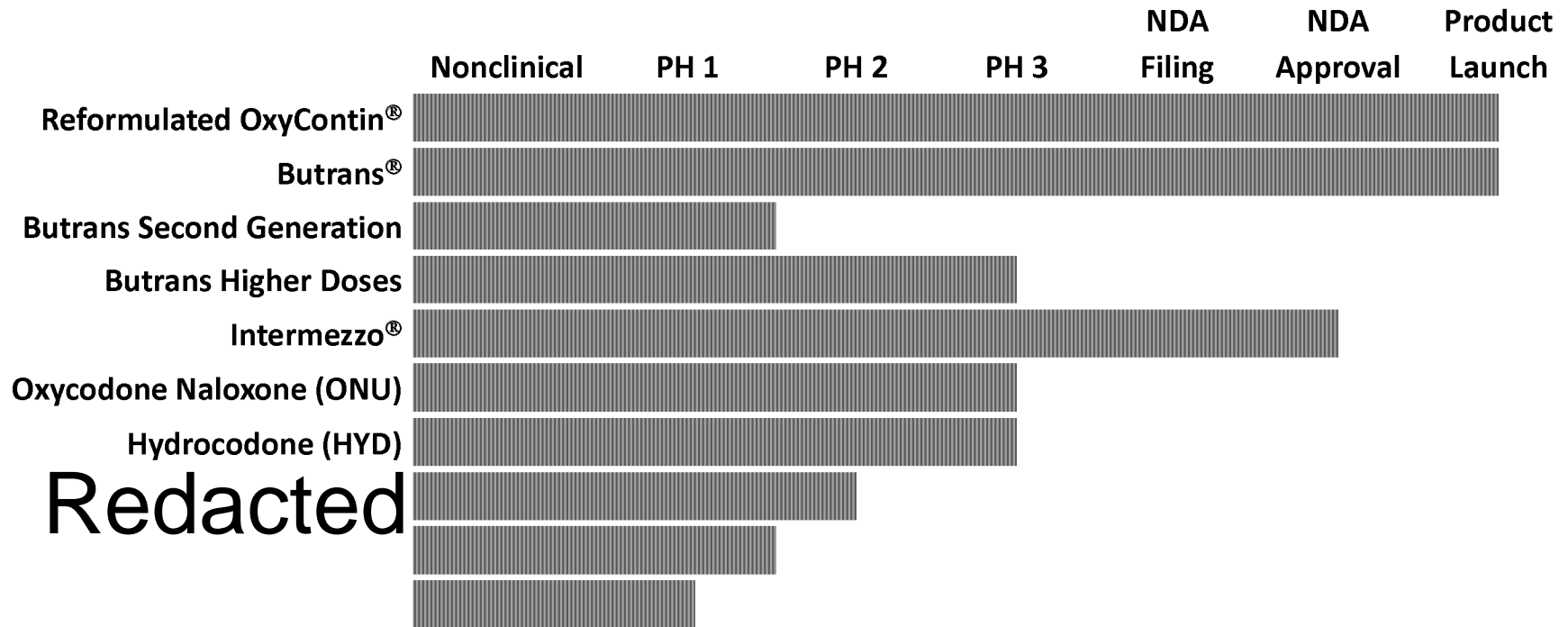
Provisional epidemiology study conclusions support our OxyContin strategy

- Substantial reductions in OxyContin abuse following marketplace transition
- Substantial reduction in abuse via routes that require tampering
- Substantial reduction in adverse consequences of abuse

Reformulated OxyContin offers significant tamper resistance, abuse deterrence, and on this basis, provides a meaningful public health benefit



These conclusions also support Purdue's long-term strategy and justify investment in our analgesic pipeline



Ongoing and Planned Clinical Programs are the Largest Undertaking in Purdue's History



31 studies
38 countries
968 sites
17 CRO / Vendors
20,467 patients screened
5,971 patients randomized
1.6 Million - eCRF pages
9,000 monitoring trips
25,000 DCFs
97 Site QA audits



The primary resource and cost drivers are large, multinational, Phase III studies

	2009	2010	2011-2012
Phase 1	10	12	26
Phase 2	0	0	4
Phase 3	2	1	12
US Sites	121	18	863
Ex-US Sites	2	3	173
# Subjects	1057	830	6879

